



POS Terminal Market in India 2015-2019

MarketResearchReports.Biz announces addition of new report “ [POS Terminal Market](#) in India 2015-2019 ”ts database.

About POS terminals

POS terminals are a combination of hardware and software, which allows users to accept card payments

directly without updating the cash registers. The cost of installing a terminal vary with the size of the business unit and selling terms with the channel partners and suppliers. A POS terminal is an electronic device and performs the following functions:

- Reads the information of a customers credit/debit card
- Checks the funds status in a customers bank account
- Transfers the funds from customers account to the sellers account

POS terminals are now combined with union pay, which had resulted in increased market growth and shipment in 2014. This can be attributed to growing payment services and usage of debit/credit cards for transactions.

Technavio's analysts forecast the revenue of the POS terminal market in India to grow at a CAGR of 23.30% in terms of revenue during 2014-2019.

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Covered in this report

This report covers the present scenario and the growth prospects of the POS terminal market in India for 2015-2019. The report considers revenue generated from the shipment of POS terminal in India, including fixed POS terminals and wireless POS terminals.

The report does not consider the revenue generated from the following:

- Maintenance of POS terminals
- Services of POS terminals
- Cost of deployment

Technavio's report, POS Terminal Market in India 2015-2019, has been prepared based on an in-depth market analysis with inputs from industry experts. The report covers the market landscape and its growth prospects in the coming years. The report also includes a discussion of the key vendors operating in this market.

Key vendors

- First Data
- Ingenico
- SZZT
- VeriFone

Other prominent vendors

- CyberNet
- Equinox
- PAX Technology

Key market driver : Technology adoption in retail and hospitality sectors

Key market challenge : Growing e-commerce market

Key market trend :Low-cost POS terminals

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